

WHAT IS CLAIMED IS:

1. An information recording and reproducing medium in which  
information can be written optically onto both sides thereof,  
5 comprising:

a label area; and

a program area onto which information can be written  
optically,

10 wherein said both areas are provided on at least one of said  
sides.

2. The information recording and reproducing medium according  
to claim 1, wherein said program area has a ring shape of a  
predetermined width.

3. The information recording and reproducing medium according  
15 to claim 1, further comprising a recording layer provided in said  
program area,

wherein said recording layer is formed from either one of a  
cyanine based organic dye and an azo based organic dye which  
undergoes changes in optical characteristics thereof upon  
20 irradiation with light.

4. The information recording and reproducing medium according  
to claim 1,

wherein a pit art is recorded in said program area.

5. The information recording and reproducing medium according  
25 to claim 3,

wherein a pit art is recorded onto said recording layer  
provided in said program area.

6. An information recording and reproducing medium in which information can be written optically onto both sides thereof, comprising:

5 a normal information recording surface on one of said both sides; and

a pit art recording surface on an opposing side thereof, wherein said opposing side comprises a recording layer formed from a material with a large difference in optical characteristics between written sections and non-written sections produced when  
10 information is written optically onto said recording layer.

7. The information recording and reproducing medium according to claim 6, wherein said recording layer of said opposing side is formed from either one of a cyanine based organic dye and an azo based organic dye which will undergo changes in optical  
15 characteristics thereof upon irradiation with light.